

# MDM ASIA PACIFIC SUMMIT

28th - 30th April 2008 Hilton Hotel, Sydney

- MASTER DATA MANAGEMENT ● ENTERPRISE INFORMATION INTEGRATION AND ARCHITECTURE
- DATA QUALITY & GOVERNANCE ● CUSTOMER & PRODUCT DATA INTEGRATION ● SOA

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Enterprise IQ and the MDM Institute are proud to bring you the 3rd Annual MDM Asia Pacific Summit – the only Asia Pacific event dedicated specifically to Master Data Management, Customer Data Integration and Data Governance. Be part of the groundbreaking business technology summit that has attracted sold-out audiences around the world for the past three years.

- Discover how to dramatically increase your company's ROI on existing CRM initiatives, as well as deploy competitive differentiating technologies to dramatically increase customer service levels, reduce operational costs and increase marketing effectiveness
- Get impartial advice to help ascertain the advantages and tradeoffs between off-the-shelf commercial solutions and custom-built IT frameworks
- Lessons from early adopters on vendor and product selection and evaluation, team building, business case development, project management and architectural design and delivery
- Discover the most successful best practices for creating a "single customer view"?
- Gain practical and proven insights for achieving MDM mastery, through our interactive workshop and breakout sessions

## The MDM Institute

Independent. Authoritative. Relevant.

### FEATURING INTERNATIONAL PRESENTATIONS FROM:

Aaron Zornes *Chief Research Officer***MDM Institute (San Francisco)**Pascal Laik *Global Vice President MDM Product Strategy***Oracle Corporation (San Francisco)**Tony Fisher *Chief Executive Officer***Dataflux a SAS Company (North Carolina)**Jim Cushman *VP Sales, Consulting & Architecture***Initiate Systems (USA)**Raghu Polamarasetty *APAC Practice Leader, Customer Solutions***Cognizant Technology Solutions (Singapore)**Calvin Poong *Senior Solution Architect MDM***SAP Asia (Singapore)**Eileen Diehl *Director of Client Services MDM Business Unit***TIBCO Software Inc. (Palo Alto, California)**Dan Gage *Global MDM Solution Architect***Oracle Corporation (USA)**

### WITH KEYNOTE PRESENTATIONS FROM:

Dr Charles Lawoko *Principal Director***Insight2Action**Ram Kumar *Chairman Customer Information Quality**Technical Committee***OASIS**

### PLUS CASE STUDIES AND PRACTICAL INSIGHTS FROM:

- Woolworths
- Suncorp
- MBF
- Fosters Group
- Sydney Water Corporation
- Perpetual
- Microsoft Australia
- Department of Education & Training (WA)

For more information, please visit [www.mdmsummit.com.au](http://www.mdmsummit.com.au)

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0800 - 0900 Registration, coffee and visit the Exhibition

0900 - 1000 **SESSION ONE - SUMMIT CHAIRMAN KEYNOTE & WELCOME**

**Milestones on the MDM Roadmap for 2008-2009**

Research analysts at the MDM Institute annually produce a set of twelve milestones for their MDM Road Map to help Global 5000 enterprises focus efforts for their own large-scale, mission-critical MDM projects. This keynote will focus on this set of strategic planning assumptions and present an enlightening view of the key trends and issues facing IT organizations during 2008-09 and beyond by highlighting:

- Planning for the juggernaut of MDM market momentum, maturation, and consolidation
- Coping with the skills shortage for data governance, enterprise architecture
- Identifying the essential (vs. desirable) features of an enterprise-strength MDM solution

**Aaron Zornes** Chief Research Officer  
**MDM Institute (San Francisco)**

1000 - 1040 **SESSION TWO – INTERNATIONAL KEYNOTE PRESENTATION**

**Master Data Management Strategies for 2008-09**

This keynote will highlight the growing importance of MDM and paint a vision for this fast-evolving and highly strategic space from one of the world's largest software vendors. Learn how some of the world's leading organisations are addressing the MDM challenge spanning multiple domains, including customers, suppliers, products and locations. Discover why over 500 customers have selected Oracle MDM solutions to help generate tangible benefits, such as:

- Delivering smarter, fact-based decision-making
- Increasing customer satisfaction levels while reducing data management costs
- Meeting increasingly stringent privacy and regulatory requirements

**Pascal Laik** Vice President Global MDM Product Strategy  
**Oracle Corporation (San Francisco)**

1040 - 1110 Morning tea in the Exhibition Hall

1110 - 1150 **SESSION THREE – INTERNATIONAL KEYNOTE PRESENTATION**

**MDM: Stop "Kicking the Tires" and Start Your Master Data Engine**

In the past several years, companies have invested countless hours investigating and studying MDM. With a myriad theories and implementation styles, organizations can spend months or years merely "kicking tires" with no ultimate result. However, as the economy tightens and every company seeks a competitive edge, it's time to move beyond the hype of MDM and start building a unified view of the enterprise. In this keynote address by Tony Fisher, president and CEO of DataFlux, participants will learn:

- Why an effective data governance program is considered the "must have" component of MDM
- How an effective pairing of governance methodologies and technologies can speed the adoption of MDM across the enterprise
- What you can do - today - to begin realizing the benefits of an MDM program

**Tony Fisher** CEO  
**DataFlux a SAS Company (North Carolina)**

1150 - 1230 **SESSION FOUR – PANEL DISCUSSION SESSION**

**The business of MDM – establishing the need, the opportunity and the bottom-line benefits**

- Identifying the need – assessing your organisation's strengths and weaknesses
- The business case – gaining broad business and executive support for change
- Why must MDM be part of an enterprise IT strategy?
- Identifying the costs, benefits and risks of action – and inaction – on MDM
- Selecting the vendors – finding the right match for your organisation
- Considering different approaches, tactics and strategies for MDM and customer and product data integration
- Getting started with MDM

**Moderator:**  
**Aaron Zornes** Chief Research Officer **MDM Institute (San Francisco)**

**Panelists:**  
**Christopher Wildt** Enterprise Architect **Woolworths**  
**Ralph Mackey** Enterprise Information Architect **Sydney Water Corporation**  
**Paul Ormonde-James** Director of Business Intelligence **MBF**  
**Dan Gage** Global MDM Solution Architect **Oracle Corporation (USA)**

1230 - 1330 Lunch in the Exhibit Hall

1330 - 1410 **SESSION FIVE – KEYNOTE PRESENTATION**

**Master Data Management Best Practices**

This presentation will share solution best practices, real life case studies and discuss the business practicalities and lessons learnt in delivering effective MDM solutions. Over the last five years, TIBCO has been enabling customers to align information assets across multiple systems and departments within their organisations and with trading partners to achieve a single version of the truth across the extended value chain. Through effective MDM, organisations can eliminate errors through an optimised supply chain, achieve faster time-to-shelf by being more efficient in their business activities and accelerate critical processes such as new product introductions, service provisioning, cross-sell/up-sell, and customer service.

**Eileen Diehl** Director of Client Services MDM Business Unit  
**TIBCO Software Inc. (Palo Alto, California)**

1410 - 1450 **SESSION SIX – INTERNATIONAL KEYNOTE PRESENTATION**

**Simplifying MDM: Evolution not Revolution**

Is your organisation ready for a revolution? Not likely. The most successful MDM deployments are those where organisation think big, prioritise wisely, and execute discretely. In this session, Jim will share evolutionary principals gathered from over 200 successful MDM deployments that encourage adoption, build momentum, and realise benefits early and often.

- What mode of MDM Hub is right for our organisation – Reference vs Operational vs Analytical?
- What style of deployment supports my technical and political challenges and promotes my business objectives – Registry vs Hybrid vs Transactional?
- What data domain(s) should I master – Customer, Product, Location, Accounts, Contacts, etc?
- Who will provide Data Stewardship functions – subsidiaries, departments, enterprise-wide?
- Do I need to define and gain consensus on all Data Governance policies and standards before I start?

**Jim Cushman** VP Sales, Consulting & Architecture  
**Initiate Systems (USA)**

1450 - 1520 Afternoon refreshments in the Exhibit Hall

1520 - 1600 **SESSION SEVEN – INTERNATIONAL KEYNOTE PRESENTATION**

**MDM as a Shared Service -Delivering optimized and scalable solutions**

Does establishing an enterprise MDM solution feel like climbing a mountain? Is it difficult to get everyone to agree? Having trouble reconciling local needs with corporate-wide requirements? In this session, Dileep Srinivasan will draw on Cognizant's extensive industry experience to demonstrate how implementing MDM as a 'shared corporate service' can make the path less rocky and lead to a successful conclusion. This session explores the key areas of "negotiating data ownership in a shared service environment"; "leveraging tools and techniques to increase user acceptance"; and "promoting shared information management forums".

**Raghu Polamarasetty** APAC Practice Leader, Customer Solutions  
**Cognizant Technology Solutions (APAC)**

1620 - 1700 **SESSION EIGHT – EXPERTS PANEL DISCUSSION**

**Creating the single customer view – integrating information, architecture and applications**

- Towards a single view of the customer – connecting and integrating business intelligence, BPM, CRM and analytics
- Identifying and avoiding the obstacles to success
- Discussing the importance of MDM
- Human considerations – overcoming cultural resistance
- Gaining traction – avoiding pitfalls and project killers

**Moderator:**  
**Aaron Zornes** Chief Research Officer **CDI-MDM Institute (USA)**

**Panelists:**  
**Monica Smith** Solutions Architect CRM Systems **Suncorp**  
**Dr Charles Lawoko** Principal Director **Insight2Action**  
**Michael Hendricks** Director of Decision Management **Citigroup**  
**James Hicks** Finance Manager, National Independent Customers **Fosters Group**

1700 - 1830 Cocktail Party – Hosted by SAS



Endorsed by:



0800 - 0900 Coffee in the Exhibition Hall

0900 - 1000 **SESSION ONE – CONFERENCE CHAIRMAN KEYNOTE PRESENTATION**  
**Technical Evaluation Criteria & Field Reports for CDI-MDM Solutions**

Corporate master data is a critical asset that must be increasingly synchronized within and beyond the enterprise. During 2008-09, most large enterprises will focus on CDI and MDM by deploying a 2nd generation database-centric infrastructure to deliver a future-proofed panoramic customer view across multiple channels, business lines, and heterogeneous IT environments. This session will focus on the “why” and “how” of CDI-MDM technical evaluations by providing insight into:

- Understanding the pros and cons of the dominant architectural models and evaluation criteria – e.g., data models, process models, scalability, privacy management, etc.
- Inventorying the vendor landscape – e.g., data hub, EAI, EII, portals, SOA-based web services, data service provider, etc.
- Applying a rigorous methodology to CDI-MDM product evaluations and implementations for both mega vendor solutions (Oracle CDH, Oracle-Siebel UCM, SAP NetWeaver MDM, Teradata MDM) and best-of-breed (DataFlux, Initiate, Purisma, Siperian, Visionware)

**Aaron Zornes** Chief Research Officer  
**The CDI-MDM Institute (USA)**

1000 - 1040 **SESSION TWO – INTERNATIONAL KEYNOTE PRESENTATION**  
**Customer case studies on MDM – driving real business value**

How have companies effectively leveraged their MDM implementation to solve their business challenges? What changes have been enabled within Organisations as a result of their MDM implementations? What are the benefits of those implementations and what lessons have been learned along the way? Drawing on real-life case studies, this session will highlight:

- Business drivers for MDM
- Changes in business processes enabled by MDM implementations
- Tangible benefits received

**Dan Gage** Global MDM Solution Architect  
**Oracle Corporation (USA)**

1040 - 1110 Morning refreshments in the Exhibit Hall

1110 - 1145 **SESSION THREE – KEYNOTE PRESENTATION**  
**The importance of enterprise and customer information management for delivering growth for an organisation**

Most companies talk about understanding and meeting customer needs as a strong requirement for organic growth. Unfortunately, the required capabilities have not been fully realised by most companies because of the hype around (plus misuse, abuse and misunderstanding of) capabilities like CRM (Customer Relationship Management) and Business Intelligence (BI). However, the importance of genuinely leveraging enterprise and customer information to generate organic growth and create innovation still stands, and enterprise technology is a critical player in this. This session will explore the strategic importance of enterprise and customer information and associated technologies, and provide examples of leading practices.

- Common challenges and common mistakes
- Gaining ROI – key factors for ensuring returns
- Recommendations – ways to move the initiatives forward

**Dr Charles Lawoko** Principal Director  
**Insight2Action**

1150 - 1230 **SESSION FOUR – CASE STUDY**  
**Schools Online Curriculum Services – A New Approach**

This presentation will address the changing face of Education in the Kindergarten to Year 12/Tafe industry. It will describe the complexity of making contemporary education interesting, challenging and relevant to digital savvy children of today in primarily industrial style approaches to teaching and learning. The case study will use the Department of Education and Training in Western Australia and outline the approach they have used to addressing some of these needs using ICT as an enabler. The discussion will focus on the need for child centered information models that are required to support the delivery of these interesting and new ways of delivering education plus providing a rich picture of the child and their current learning. This is not a technical session but a business strategy session that will describe approaches utilised by a large complex Oracle customer to deliver contemporary systems underpinned by a student data hub.

**Murray Neville** K-12 Education Solution Director – Oracle IBU  
**On behalf of: Department of Education and Training WA**

1310 - 1400 Lunch

1330 - 1410 **SESSION FIVE – CASE STUDY**  
**Enabling information-sharing – managing master files throughout structured and unstructured data – the quest for ‘one version of the truth’**

- Achieving best practice in standardising and managing reference data across multiple applications throughout the enterprise
- Controlling inconsistent structured and unstructured data – choosing a flexible framework and enabling one authenticated master file
- Data governance and knowing who owns the data – a prelude to data-sharing
- Managing collaboration issues – data management and sharing, protection of IP, authentication and meta-data management

**Anthony Collins** Head of Business Intelligence  
**Perpetual**

1410 - 1450 **SESSION SIX – KEYNOTE PRESENTATION**  
**Customer Data Integration and Quality: The importance of standards**

As companies move to establish more effective relationships with their customers in a world of global commerce, the need to achieve a complete view of each customer’s dealings is recognised as ever more critical. At the same time the cost and quality of interacting with customers is now a major business issue. Often the impact of poor-quality customer information is fully understood only when attempting to unify customer data from disparate business systems. While data within individual databases may be fit for the purpose for which it’s collected and used, combining data from a range of sources for a new and different purpose poses a real threat to the effectiveness of entire customer relationship initiatives. In this session Ram will discuss the importance and key role standards play in representing, integrating, inter-operating and managing customer data with quality. A global standard for customer information will also be discussed.

**Ram Kumar** Chairman Customer Information Quality Technical Committee  
**OASIS**

1450 - 1520 Afternoon refreshments in the Exhibit Hall

1520 - 1600 **SESSION SEVEN – CASE STUDY**  
**Customer Data Integration: The Complexities of Transforming Customer Information into Intelligence**

- The challenges facing organisations implementing a CDI solution
- Critical success factors for customer-centric systems:
  - The challenges of managing customer information
  - How customer information differs from the management of other data assets
  - How an expert technology service based approach complement your existing architecture

**Case Study – Microsoft Australia**  
The operational benefits of adopting a technology-based service within your business environment

- SLA
- Cost
- Security
- Speed
- Flexibility

**Raymond Peer Manager** DMO (Data Management Organisation)  
**Microsoft Australia**  
**Richard Harris** Senior Consultant  
**Axiom Australia**

1600 - 1640 **SESSION EIGHT – INTERNATIONAL KEYNOTE PRESENTATION**  
**MDM - The Foundation for eSOA™**

MDM delivers an enterprise information foundation for enterprise SOA by creating a consistent view of your master data throughout your heterogeneous IT landscape. MDM ensures that each system in your landscape has complete, accurate, and up-to-date master data. With an enterprise master data infrastructure, organisations will then be able to realise flexible business processes that can adapt to evolving business needs, allowing IT to deliver business solutions rapidly while leveraging current IT assets. With more than 700 MDM customers, SAP is well positioned to deliver enterprise-tested MDM solution. This presentation will discuss several case studies of key SAP MDM customers, why and how they implemented their MDM solutions.

**Calvin Poong** Senior Solution Architect MDM  
**SAP Asia (Singapore)**

1640 Closing remarks from the Chair and End of Day Two

**WORKSHOP AND BREAKOUT SESSIONS**

**WORKSHOP - 1W**

**Customer Data Integration - The Why, When & How?**

Experience shows that Customer Data Integration (CDI) solutions are NOT created equal. Is there a need within your organisation to choose a best of breed near real-time CDI Hub solution? The CDI solution that is best for your organisation needs to be determined by real world factors, such as 'why' and 'when' (and 'if') you need a 'single customer view'. The answers to these basic questions can then guide your architecture, design and solution decisions ... 'how' you best support the requirements of your organisation.

This practical and interactive session will discuss:

- The baseline business decisions that need to be made before any architecture or tool is decided on
- Our recent real world experiences with different practical approaches to Customer Data Integration
- The essential foundations for a successful CDI project

**Ian Pearce** Practice Manager – Data Management  
**Michael Mordaunt** Senior Consultant  
**Oakton**

<b>Schedule</b>	
0930 - 1100	<b>Workshop Begins</b>
1100 - 1130	<b>Morning refreshments</b>
1130 - 1230	<b>Workshop Concludes</b>

**INTERACTIVE BREAKOUT SESSIONS**

	<b>Technical Stream</b>	<b>Functional Stream</b>
0930-1100	<p><b>TECHNICAL SESSION - 1A</b> <b>Implementing MDM as the foundation for your Service Oriented Architecture</b></p> <ul style="list-style-type: none"> <li>• Integration</li> <li>• SOA</li> <li>• Data Synchronisation</li> <li>• Web Services</li> </ul> <p><b>Jeff Dibb</b> Sr Principal Consultant MDM Competency <b>Dan Gage</b> Global MDM Solution Architect <b>Oracle Corporation</b></p>	<p><b>FUNCTIONAL SESSION - 1B</b> <b>Getting a return from MDM</b></p> <ul style="list-style-type: none"> <li>• Building a business case</li> <li>• Issues addressed by MDM</li> <li>• Justification</li> <li>• Costs, Benefits &amp; ROI</li> <li>• Case Study examples</li> </ul> <p><b>Pascal Laik</b> VP Global MDM Product Strategy <b>Jeff Olson</b> Director of Architecture Strategy <b>Oracle Corporation</b></p>
1100-1130	<p><b>Morning refreshments</b></p>	<p><b>Morning refreshments</b></p>
1130-1300	<p><b>TECHNICAL SESSION - 2A</b> <b>Taking control of your data</b></p> <ul style="list-style-type: none"> <li>• Data Profiling, Governance &amp; Quality</li> <li>• Data Cleansing</li> <li>• Data Privacy &amp; Protection</li> <li>• Data Enrichment</li> </ul> <p><b>Tony Boyle</b> Solutions Architect MDM <b>DJ Kim</b> Solutions Architect MDM <b>Oracle Corporation</b></p>	<p><b>FUNCTIONAL SESSION - 2B</b> <b>Exploiting your quality Master Data</b></p> <ul style="list-style-type: none"> <li>• Analytics</li> <li>• Reporting</li> <li>• Data sharing from a business perspective</li> <li>• Targeted marketing</li> </ul> <p><b>Chris Bosch</b> Solutions Architect MDM <b>Shrav Malkani</b> Director Solutions Consulting CRM &amp; MDM <b>Oracle Corporation</b></p>

**BENEFITS OF ATTENDING**

**Accelerate your time-to-ROI regarding MDM, CDI, BI, SOA and data governance.**

Meet with other serious evaluators of master data solutions – both early adopters (speakers and attendees) as well as IT professionals at the same stage in the solution lifecycle as you are.

**Perform due diligence on all the major components of an enterprise master data solution.**

Save yourself the lengthy process of vetting vendor references by networking with those-already-in-the-know.

**Leverage your training budget in coming up to speed on one of the hottest IT topics.**

Minimise time out of the office by learning about best practices cross-check feature/function research of vendors on your short list with other IT professionals, systems integrators and consultants, as well as their competitors.

**Fill critically short-staffed MDM, data governance and information architecture positions.**

Looking to recruit MDM process or product experts? This audience has the critical mass of IT talent that would make any recruiter jump with joy.

**Expand your IT professional network and increase your personal market value.**

There will be numerous opportunities to network with other MDM professionals – especially CTOs, enterprise architects, data architects, and data stewards.

**WHO SHOULD ATTEND**

The 3rd Annual MDM Asia Pacific Summit 2008 is for IT professionals at any level. Learn the best practice evaluation and implementation strategies from early adopters of MDM, CDI and data governance solutions. You'll also network with fellow project leaders who will share their success secrets -- e.g., enterprise architects, chief technology officers, data stewards, et al.

Additionally business managers and business technologists will benefit from understanding how to dramatically increase their company's ROI on existing CRM initiatives, as well as deploy competitive differentiating technologies to dramatically increase customer service levels, reduce operational costs, and increase marketing effectiveness.

- CTOs, CIOs, Enterprise Architects, Information and Data Architects responsible for translating business strategic vision into pragmatic IT delivery programmes
- Senior Business Strategists, Chief Operating Officers, and LOB Managers charged with deploying competitive differentiating technologies to dramatically increase customer service levels, reduce operational costs, and increase marketing effectiveness
- Data Stewards, Data Quality Managers, IT Implementers, and Project and Programme Managers responsible for increasing the value and effective of master data such as customer, product, supplier, and pricing
- Senior Managers and Directors responsible for Customer Information Management, Application Integration, Business Intelligence, SOA, Sales/ Marketing Analytics, CRM, Enterprise Solutions, Data Warehousing, Business Improvement



**For further information, please contact:**

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State  Postcode

Contact Name  Signature

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Phone  Fax

**ATTENDEE DETAILS**

	Name	Title	Email
Attendee 1	<input type="text"/>	<input type="text"/>	<input type="text"/>
Attendee 2	<input type="text"/>	<input type="text"/>	<input type="text"/>
Attendee 3	<input type="text"/>	<input type="text"/>	<input type="text"/>
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If you have a Promotional Code entitling you to the Members Ticket price, please fill in your code in the space provided below.

If attending the workshop and breakout sessions, please tick your preferred sessions  1W  1A  1B  2A  2B

**Method of Payment**

Payment is required within 5 business days of receipt of invoice.

**Cheque:** Made payable to Enterprise IQ Pty Ltd, 47/1 Addison Rd, Manly NSW 2095

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- 2 Day Summit Only - Single Ticket (Non-Members) = \$1210.00 (incl GST)
- 2 Day Summit Only - Group Discount (Non-Members - 3 or more tickets) = \$990.00 (pp incl GST)
- 3 Day Summit & Workshops - Single Ticket (Non-Members) = \$1320.00 (incl GST)
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- 3 Day Summit & Workshops - Group Discount (Members\* - 3 or more tickets) = \$880.00 (pp incl GST)

Members Ticket price is available to all registered Members of the eIQ Archive & Ecosystem and Members of IAIDQ, DAMA, RMAA, DWAA, TDWI and CIO Network as well as those with a Promotional Code.

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