



# Mastering Your Data

An Introduction to MDM and Data Governance

Half day workshop by  
Nicola Askham

**AdeptEvents**

- Purpose and benefits of Master Data Management
- Benefits of having a single, authoritative source of truth
- Identifying Key Data Domains
- Reference Data Management and why mastering it is crucial
- Role of Data Governance in MDM
- Actionable strategies for getting started with MDM and Data Governance

**LANGUAGE**

English

**VENUE**

Utrecht / Hilversum

**TIME**

9:00 – 12:30 hours

**REGISTRATION**

[www.adeptevents.nl](http://www.adeptevents.nl)







# Mastering Your Data

## An Introduction to MDM and Data Governance

In today's data-driven world, organisations struggle to maintain a single, trusted view of their data. This half-day workshop provides an essential introduction to Master Data Management (MDM) and the critical role of Data Governance in ensuring data accuracy, consistency, and value. Through interactive discussions and practical insights, participants will explore key concepts of MDM, learn how to identify valuable data domains, and understand why mastering reference data and implementing data governance strategies are essential for business success. By the end of the session, you will be equipped with the knowledge and tools to drive your organization toward trusted, well-governed data.

### Learning Objectives

- **What is Master Data Management (MDM):** Understand the purpose and benefits of MDM in delivering trusted data.
- **Why MDM Matters:** Learn the business benefits of having a single, authoritative source of truth.
- **Identifying Key Data Domains:** Recognize the types of data that can be mastered and assess their value to your organization.

- **Reference Data Management:** Explore what reference data is, how it differs from master data, and why mastering it is crucial.
- **The Role of Data Governance in MDM:** Understand why Data Governance is critical to the success of any MDM initiative.
- **Practical Insights:** Learn actionable strategies for getting started with MDM and Data Governance.

### Who is it for?

- Business people with a strong interest in data and how to improve it
- Chief Data Officers and all people working in Data Office roles
- Data Management and Data Governance professionals
- IT professionals who are dealing with master data management and reference data
- BI and Analytics specialists who want to ensure that the quality of data they rely on is fit for purpose
- Business Analysts
- Data Architects
- Data and IT consultants



### NICOLA ASKHAM

Nicola Askham, known as The Data Governance Coach, helps organisations understand and manage their data better. For over two decades she has helped organisations reduce costs and inefficiencies. Typically, people turn to her because their data is a mess and they need help unravelling it, or because they realise that new initiatives are failing because of poor quality data. As well as providing coaching and consulting, she also runs training courses because she feels it is important to give people the skills to make sure that data is used to solve problems and make better informed decisions. Nicola initially worked for a leading UK Bank and moved into consultancy in 2009. Since then she has worked with clients across a wide range of sectors. Nicola was a Committee Member of DAMA UK for 13 years and she regularly writes, presents and creates videos, blogs and a podcast on data governance best practice.

## Detailed Course Outline

### 1. Introduction and Objectives

- Welcome and introductions
- Overview of course goals

### 2. Understanding Master Data Management (MDM)

- Definition and purpose of MDM
- Business benefits of a single, trusted source of data

### 3. Identifying Key Data Domains

- Overview of data domains in MDM
- Determining the value of mastering specific data domains

### 4. Reference Data Management

- What is Reference Data?
- Differences between Reference Data and Master Data
- Importance of mastering Reference Data

### 5. The Role of Data Governance in MDM

- Why Data Governance is critical for MDM success
- Understanding the relationship between Data Governance and MDM

### 6. Key Takeaways and Next Steps

- Recap of critical learning points
- Practical steps for applying MDM and Data Governance principles
- Open Q&A and discussion



# Information

## DATE AND TIME

The workshop will take place on April 3, 2025 from 9:00 am to 12:30. We may continue to run this course once or twice a year with the exact date and time available on our website.

## VENUE

Adept Events works with several venues in and near Amersfoort and Utrecht. We strive to provide you with the location details as soon as possible. The exact venue will be on our website and in the confirmation e-mail that you will receive one week prior to the event. Always check our website prior to your departure to ensure you have the exact location and directions.

## HOW TO REGISTER

Please register online at [www.adeptevents.nl](http://www.adeptevents.nl). For registering by print, please scan the completed registration form and send this or your Purchase Order to [seminars@adeptevents.nl](mailto:seminars@adeptevents.nl). We will confirm your registration and invoice your company by e-mail therefore please do not omit your e-mail address when registering.

In completing your registration form you declare that you agree with our **Terms and Conditions**.

## REGISTRATION FEE & DISCOUNTS

Please find the registration fee **on this page** on our website. If combined with attending our conference Data Warehousing & BI Summit an additional discount will apply.

Discounts are available for group bookings of two or more delegates representing the same organization made at the same time. Ten percent off for the second and third delegate and fifteen percent off for all delegates when registering four or more delegates (all delegates must be listed on the same invoice).

This cannot be used in conjunction with other discounts.

All prices are VAT excluded.

## PAYMENT

Full payment is due prior to the workshop. An invoice will be sent to you containing our full bank details including BIC and IBAN. Your payment should always include the invoice number as well as the name of your company and the delegate name.

**Payment by credit card is also available.** Please mention this in the Comment-field upon registration and find further instructions for credit card payment on our **customer service page**.

## Cancellation Policy

Cancellations must be received in writing at least three weeks before the commencement of the workshop and will be subject to a € 75,- administration fee. It is regretted that cancellations received within three weeks of the workshop date will be liable for the full workshop fee. Substitutions can be made at any time and at no extra charge.

## Cancellation Liability

In the unlikely event of cancellation of the workshop for any reason, Adept Events' liability is limited to the return of the registration fee only. Adept Events will not reimburse delegates for any travel or hotel cancellation fees or penalties. It may be necessary, for reasons beyond the control of Adept Events, to change the content, timings, speakers, date and venue of the workshop.

## MORE INFORMATION



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Would you like to run this course in-company for a group of persons? We can provide a quote for running an in-house course, if you offer the following details. Estimated number of delegates, location (town, country), number of days required (if different from the public course) and the preferred date/period (month). Please find more info on the **In-house page on our website**.