Data Management is a discipline that should be of concern to any users of marine data, especially where that data forms part of a chain informing key decisions.

This is an essential course providing a comprehensive overview of all things related to marine data management. We show how its application can improve your organisation’s efficiency in data acquisition, storage and analysis, ensuring data use is understood with respect to:

- Corporate risk
- Audit and traceability
- Re-use & reducing costs

**AN ESSENTIAL COURSE PROVIDING AN OVERVIEW OF MARINE DATA MANAGEMENT THROUGHOUT ITS LIFE CYCLE**

**THURSDAY 18 JUNE 2015**
IMarEST HQ, ALDGATE HOUSE, 33 ALDGATE HIGH STREET, LONDON, EC3N 1EN

**MEMBERS Save £100**
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**FURTHER INFORMATION:**
www.imarest.org/events
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WHY WILL THIS COURSE BENEFIT YOU?

Data Management is an unsung hero; having been too long in the shadow of IT and a poor relation of documents. Think of your work without IT - slow, cumbersome, costly and unproductive, but doable. Now think of your work without data.

In the past, people have managed data as they did electronic documents. This led to uncontrolled versions, multiple copies and emailed attachments, all usually involving highly personal, intricate folder structures. For documents, this didn’t matter too much at the start because the freedom and novelty of being able to write and communicate and publish stuff was intoxicating; and productive. Any issues with the end product were relatively easy to spot; people are good at words! Then along came formal document management systems to cope with the increased size, complexity and number of documents, and the need to collaborate, share, edit and comment. One person’s seemingly logical folder structure can be another person’s nightmare labyrinth. Then came keywords, search and corporate centralized systems and control processes.

Now it’s data’s turn under the spotlight. But searching for a ‘9’, whilst easy, is not as useful as searching for, say, ‘Albert Einstein’. Similarly, it’s less easy to look at a table of numbers and spot errors, inconsistencies and the fact it could be entirely the wrong file. Whilst document management is important; formal Data Management is essential.

This course will give you an overview of data management in the marine world, in terms of why you, or your organization, should be doing it in a more formal way (enter Data Governance – see below), and things you need to make sure it happens, and when.

WHO SHOULD ATTEND?

This course is not for IT people or archivists; it is for people who have to deal with the ever-increasing volumes of marine data in ever expanding streams and chunks. It is for people who work with marine data and need to understand ways to manage it efficiently as it comes through the door, gets used and reused and re-accessed. It is for people who need to check what’s been done in a process to produce ‘the answer’, or who need to move on to the next, more complicated thing. It is also about knowing what data you already have, and where it is, and how to find it, and how good it is. This is Step One in moving any new idea forward.

Bring with you your own data problems and issues and your own data if you want. This one-day overview won’t provide you with all the answers but it will provide you with a framework for understanding what Data Management you need and how to go about delivering it to your team, group and organisation.

DATA GOVERNANCE

DATA QUALITY MANAGEMENT

DOCUMENT & CONTENT MANAGEMENT

META DATA MANAGEMENT

REFERENCE & MASTER DATA MANAGEMENT

OUR FOCUS

“... When you hear some talk about Data Governance, it is hard to decipher whether they’re really talking about Data Governance or if they’re really talking about Data Management or some ambiguous conglomeration of the two. The DAMA Dictionary of Data Management defines Data Governance as ‘The exercise of authority, control and shared decision making (planning, monitoring and enforcement) over the management of data assets.’ DAMA has identified 10 major functions of Data Management in the DAMA-DMBOK (Data Management Body of Knowledge). Data Governance is identified as the core component of Data Management, tying together the other 9 disciplines.....”

The Difference Between Data Governance and Data Management

Figure 1: Your job as Data Managers will be to make your Governance people aware of the corporate risks associated with marine data and its use and to help them manage those risks
<table>
<thead>
<tr>
<th>TIME</th>
<th>DESCRIPTION</th>
<th>OUTCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>0930 - 0935</td>
<td><strong>Introduction</strong> • Welcome • Objectives of the Session</td>
<td>An understanding of: why data management is important, the costs of collecting marine data, its value for its original purpose, data related risks, the potential for re-use and how all this fits in the real world.</td>
</tr>
<tr>
<td>0935 - 1030</td>
<td><strong>Part 1: Why Data Management? Instructor Led Discussion on:</strong> • The reasons why Data Management is important • Data Management in Context • The Cost and Value business case • Traceability • Ease of Access and Use • Real World Applications • Who is responsible for managing data?</td>
<td>A formal context for the understanding acquired from the previous session.</td>
</tr>
<tr>
<td>1030 - 1120</td>
<td><strong>Part 2: How Do We Get Started? Presentations on:</strong> What constitutes Good Data Management? Where should it happen? When should it happen? How does it happen?</td>
<td>An understanding of the fundamentals of how data is collected, managed, published and used plus how important metadata is!</td>
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<tr>
<td>1120 - 1130</td>
<td><strong>BREAK FOR COFFEE</strong></td>
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<tr>
<td>1130 - 1245</td>
<td><strong>Part 3: The Data Life-Cycle Instructor led presentations providing a basic overview of the Data Lifecycle:</strong> • An “ABC” of Data Management – a glossary of terms and statements • Creating data • Sources of data • Metadata • Ingestion &amp; Storage of data • Structure, Attribution and Relationships • Versioning • Sharing, Exchange &amp; Re-Use • Archiving</td>
<td>A basic knowledge of the future direction of travel for data management in the quest for efficient “best practice”.</td>
</tr>
<tr>
<td>1245 - 1330</td>
<td><strong>LUNCH</strong></td>
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<tr>
<td>1330 - 1415</td>
<td><strong>Part 4: Marine Data Management – Where is it Now and Where is it Going? Instructor Led Discussion on:</strong> • Existing modus operandi • How The Future Will Look! o Data Sharing o Spatial Data Infrastructures</td>
<td>A knowledge of what constitutes “ best practice” and available options.</td>
</tr>
<tr>
<td>1415 - 1500</td>
<td><strong>Part 5: Examples of “Best Practice” Instructor Led Presentation:</strong> • Data Governance • Standards o International Standards Organisation (ISO) o International Hydrographic Organisation (IHO) o Open Geospatial Consortium (OGC) • Metadata Standards o MEDIN o Dublin Core o UK GEMINI • Metadata Search o Text o Spatial</td>
<td></td>
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<tr>
<td>1500 - 1520</td>
<td><strong>BREAK</strong></td>
<td>Shared experiences with instructor and other attendees to make real marine data management challenges and to derive opportunities for improvement.</td>
</tr>
<tr>
<td>1520 - 1620</td>
<td><strong>Part 6: BYOD – Bring Your Own Data! Interactive Session to Discuss and Debate:</strong> • How your data could fit in • What improvements might be made to your data • How best practice can be achieved • What is hampering progress? • What do we need to do next?</td>
<td>Agreed “take home” messages</td>
</tr>
<tr>
<td>1620 - 1630</td>
<td><strong>Closure of Workshop</strong></td>
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</tr>
</tbody>
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**ONE-DAY MARINE DATA MANAGEMENT AWARENESS COURSE**

Please note this programme may be subject to change.
INFORMATION
Registration fees include course materials and catering throughout the day. For recommended accommodation, please contact events@imarest.org. Delegates will receive one year’s complimentary Affiliate IMarEST membership.

VENUE
IMarEST HQ, Aldgate House, 33 Aldgate High Street, London, EC3N 1EN

DISCOUNTS
Discounts are available for group bookings (4 and above). Please contact the IMarEST Events Departments.

CANCELLATIONS
Cancellations received more than 21 days before an event will be refunded. Cancellations received less than 21 days before the start of an event will not be refunded. A substitution can be made at no extra charge but please inform us prior to the event.

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Card holder’s name ________________________________
Expiry date ___________ Start date _______ Issue no ___________
Security Code ___________ (4 digits for AMEX)
Address at which card is registered ________________________________

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Email ________________________________
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☐ Please send further information on becoming a Member

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(Fees exclude VAT at standard rate)
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☒ Vegetarian/special dietary meals (please specify)
☒ Access requirements (please specify)
☒ Data Protection Act 1998
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