

IAIDQ: At Home and at the 2007 IDQ Conference

*By
Arnt-Erik Hansen*

INTRODUCTION

When I joined the IAIDQ as a charter member in 2004, I really did not know what to expect. I had been reading extensively about data quality but found little which I could really use in my day-to-day job.

Since joining the IAIDQ, I've had many opportunities to meet others (both online and face-to-face) who are dealing with similar problems in data quality. I have learned from both leading IQ thinkers as well as fellow practitioners – people who are actively doing whatever it is that needs doing to identify errors and clean data across several industries.

Note that I explain the challenge in terms of “whatever it is that needs doing” and not “what must be done.” The subtle difference, at least to me, is that we all know something must be done about data quality, but real-life experience has shown that there are a million ways to go about it. There is no “one size” solution that fits all organizations. It's been my experience that attempts to implement changes in the organization in accordance with theory will often yield different results in practice.

In my opinion, the real difference and the real value of the IAIDQ lies with the IQ practitioners and the stories they share.

Let me therefore challenge you to join us in Las Vegas and so you can see and hear for yourselves! In fact, I will extend my challenge further – by suggesting that you make it your objective to tell one or more of your stories to five conference participants per day while you are at the conference.

If we each share our stories, we all will benefit tremendously. Not only can we exercise our storytelling skills in an environment of equals, but we can all return home equipped with new stories to tell. Better yet, write your stories down after you have told them, and send a copy to the IAIDQ so we can publish them on our website! Do we have a deal?

WHY STORYTELLING?

I picked storytelling as my main topic for this article for several reasons:

- First, storytelling is the focus of one of our keynotes at the 2007 IDQ Conference (by Lori Silverman);
- Second, I believe that IQ professionals need to tell stories if we are going to increase our visibility in our organizations; and
- Third, the environment at the conference is all about storytelling.

Our conference presenters are all sharing stories of one kind or another. Through their presentations, they communicate their experiences to us in the form of a story. In fact, whether or not we're aware of it, we use stories to more effectively communicate the changes that we seek. It will help to keep this in mind not just during the conference, but in our daily work as well.

Alasdair MacIntyre, a philosopher, once said: "I can only answer the question – What am I to do? – if I can answer the prior question – Of what story do I find myself a part?" So, again, do share your stories, listen to what others have to say, and make use of these new stories when you get home.

HOW CAN THE IAIDQ HELP YOU?

I strongly believe that we all need to keep up-to-date in our respective fields of expertise. Being part of an organization like the IAIDQ can increase your professional visibility and help you showcase your talent.

This strategy worked well for me back in the mid-1990's, when I started an organization that focused on the needs of the local small and medium businesses. Although I was unemployed when I launched the organization, the public visibility immediately put me on the radar screen of a few companies. Within three months of the first general meeting, I had a job with one of these firms. Imagine what increased visibility (by telling the right stories) could do for you in your own organization!

So do join us at the conference, and seize this valuable networking opportunity. Let's face it: nothing is better than meeting face-to-face.

If circumstances prevent you from joining us at the conference in Las Vegas, the IAIDQ offers several alternative venues for interacting and collaborating with your peers all year round: the IAIDQ Newsletter, the IAIDQ Book Club / Ask the Expert Meetings, the IQ Forum, and the IAIDQ Communities of Practice (which I will explain in a later section).

IAIDQ Newsletter

The Newsletter is a collection of articles about the field of data and information quality, as well as news and resources you might find useful. Both thought leaders and members regularly contribute. Have you written an article about a specific IDQ issue? Grand! Send a copy to our Editor and ask her to consider it for publication in our future newsletter issues. Call for Contributions are on p.34 of this issue.

IAIDQ Book Club / Ask the Expert Meetings

These sessions are organized as conference calls. IAIDQ members sign up and participate in the conversation with peers as well as leading experts in the field of data and information quality. We hope to publish podcasts of these events on our web site so you can listen in at your leisure if you cannot participate. This is the place to ask questions and to get good ideas for what to do next. If you have any ideas for topics or experts to call on, please let us know.

IAIDQ IQ Forum

This online forum provides a venue to ask questions and get answers from experts and fellow practitioners alike. Use the forum to quickly get help with pressing issues.

IAIDQ ACTIVITIES DURING THE 2007 IDQ CONFERENCE

Several board members will be at the conference and will be available to answer questions you might have about the IAIDQ. Please seek us out; we'll be easy to spot!

During the conference, the IAIDQ will also be hosting the following sessions:

IQ Principles (Monday 4:30 – 5:30pm)

Don Carlson, Larry English, and I will update attendees about the work done so far to define IQ principles, and we will give you a glimpse of what can be expected going forward. We need your input so please take the time to join us for this session.

IAIDQ General Meeting (Wednesday 7:15 – 8:15 am)

All conference attendees, members and non-members alike, are invited to this session. Please use this opportunity to share your ideas, ask questions, and to learn more about IAIDQ activities and plans.

IAIDQ Communities of Practice (Thursday 7:15 – 8:15 am)

During this session, I will provide an update on the IAIDQ's most important member service, the Communities of Practice. CoPs are groups of IAIDQ members coming together to regularly network and interact, share best practices, solve-problems jointly, and learn from each other.

IAIDQ CoPs come in three different forms:

- to serve a defined geographical area (a.k.a. chapter);
- to focus on one industry segment (e.g. IQ in healthcare); or
- to develop expertise in a specific IQ domain (e.g. IQ measurement).

We believe that CoPs are the ultimate way to collaborate. Etienne Wenger, an expert on CoPs, shares five challenges to consider: 1. stories; 2. the theory of social learning; 3. how to cultivate the community; 4. the integration into organizations and; 5. the future of learning.

If you want to learn about these topics and more, please come to the IAIDQ CoP session in Las Vegas. This session will be of particular interest to those seeking to get more involved with IAIDQ, and to those interested in assuming a leadership role in the professional society.

CLOSING REMARKS

I am personally very excited about the conference in Las Vegas, and I look forward to sharing my stories. Do make sure you tell your own story to as many people as possible. See you there!

About the Author



Arnt-Erik Hansen is Head of Global Partner Data in UBS, where he promotes quality as one of the major success factors to achieve excellence. His responsibilities include exploiting synergies in the Partner Data domain, where managing the quality of information is essential to success.

Arnt-Erik currently serves as IAIDQ Vice President – Member Services and can be reached at arnt-erik.hansen@iaidq.org

How to Join the IAIDQ

Joining the IAIDQ is very straightforward. We require no funny handshakes or bizarre joining rituals. There are no secret passwords.

There are two main categories of membership, **Individual** and **Corporate**.

IAIDQ membership dues are based on the purchasing power parity of countries, according to classifications from the World Bank. By weighting membership fees in this way, the IAIDQ hopes to make membership more accessible and to support the promotion of sound practices for the management of Information Quality to all nations.

TO BECOME AN INDIVIDUAL MEMBER

To become an individual member of the IAIDQ, you can:

- Visit our website and fill out the on-line membership application form at http://www.iaidq.org/main/membership_application.shtml. Membership fees can be paid by credit card or by Paypal.
- Download an Excel or PDF membership form from the website, fill it up off-line, then either email or fax the completed form to our Administration team.
- Better yet, visit the IAIDQ booth at the 2007 IDQ conference, where one of our volunteers will be happy to answer your membership inquiries and sign you up.

		Group 1 Countries	Group 2 Countries	Group 3 Countries
Profession Member	1 Year	US\$ 85	US\$ 65	US\$ 25
	2 Years	US\$ 145	US\$ 110	US\$ 40
Student Member	1 Year	US\$ 25		
	2 Years	US\$ 40		
Between Jobs Member	1 Year	US\$ 25		

To find your country's classification, visit the IAIDQ Membership webpage at <http://iaidq.org/main/membership.shtml>.

TO BECOME A CORPORATE MEMBER

Corporate Membership allows a number of co-workers in an organisation to join the IAIDQ and share the benefits of membership at a significantly discounted rate. Also, should one of the nominated members in your organisation leave, you can nominate a substitute for the vacant membership for the remainder of the year simply by notifying the IAIDQ Membership Administration team.

Corporate membership works on a sliding scale based on the number of people joining from your organisation. The standard rates are shown below but if you would like more people to join from your organisation, the IAIDQ team will be pleased to assist you.

Corporate Membership is valid for a one-year period from the date of joining.

To join as a Corporate Member:

- Download the Corporate Membership Application form from the IAIDQ website. This form must be filled out off-line and payment can be made by Credit Card or by Cheque.
- Visit the IAIDQ stand at this Conference and one of our volunteers will help sign your organisation up for membership.

	Group 1 Countries	Group 2 Countries	Group 3 Countries
1 to 10 employees	US\$ 400	US\$ 300	US\$ 120
11 to 20 employees	US\$ 800	US\$ 600	US\$ 240
21 to 50 employees	US\$ 1600	US\$ 1200	US\$ 480

To find your country's classification, visit the IAIDQ Membership webpage at <http://iaidq.org/main/membership.shtml>.

Upcoming IAIDQ Activities

This edition of the IAIDQ Newsletter has been published to coincide with the **2007 IDQ Conference** in Las Vegas. We are therefore taking this opportunity to introduce you to the many upcoming activities in which the IAIDQ and its members participate.

Below are some of the events in our calendar of activities for Q4 2007 and the first half of 2008.

Date	IAIDQ Activity or Event	CoP Activity or Event
Oct 29 – Nov 1 2007	Will have a booth at European Data Management & Information Quality Conference	British Isles CoP will host a meeting of IAIDQ members and people interested in joining at this conference. They will also host a social evening during the Conference.
Nov 8 th 2007 (World Quality Day)	Coordinating activities with CoPs and members to celebrate World Quality Day. If you would like to get involved please email daragh.obrien@iaidq.org	Irish CoP hosting its 5 th Information Quality Conference in Dublin.
December 2007		
January 2008	IAIDQ Book Club / Ask the Expert Conference Call (see IAIDQ website for details)	
February 2008		
March 2008	IAIDQ Book Club / Ask the Expert Conference Call (see IAIDQ website for details)	
April 2008		Irish CoP's 6 th 1-Day IQ Conference
May 2008	IAIDQ Book Club / Ask the Expert Conference Call (see IAIDQ website for details)	

Planning is already underway for the following events and activities:

- IDQ Conference 2008
- World Quality Day 2008
- 7th Irish Information Quality Forum 1-Day conference
- Activities revolving around European Data Management & Information Quality Conferences, London

IAIDQ members may also be presenting at conferences organised by 3rd party organisations worldwide. Please check www.iaidq.org; we will post details as soon as they become available.

The IAIDQ website is regularly updated with details of events organised by the IAIDQ and its members, as well as and 3rd party events which we believe will be of interest to our members.

If you would like to run an event or would like to help out with the events and activities of the IAIDQ worldwide, please get in contact with any of these board members: our VP for Event Services (Dave Wilson), VP for Member Services (Arnt-Erik Hansen), VP for Publicity & Recruitment (Daragh O'Brien). We will be happy to provide whatever support we can to help make your event a success.

If your organisation wishes to provide financial or logistical sponsorship to IAIDQ events worldwide (in particular our Community of Practice events) please contact our VP for Event Services (Dave Wilson).

Forthcoming IQ Events

The up-to-date Calendar of Forthcoming Activities is online at iaidq.org/main/calendar.shtml.

Please visit our online calendar for a more complete listing.

Please send information about other IQ/DQ events to our webmaster for inclusion in the calendar.

24-27 Sep 2007	2007 Information and Data Quality Conference IAIDQ and Wilshire Conferences Check our website for IAIDQ Member Discounts	Las Vegas NV USA
18 Oct 2007	Autumn IQ Forum Irish Community of Practice of IAIDQ	Dublin Ireland
29 Oct- 1 Nov 2007	Data Management and Information Quality Conference 2007 3 Co-located Conferences on Data Management, Information Quality and Metadata Management 9th Annual Conference 10% discount to IAIDQ members (See IAIDQ website for details) IAIDQ will host a Members & Prospects meeting on 30 October from 08:00-08:45 at this event	London UK
9-11 Nov 2007	12th International Conference on Information Quality ICIQ-07 Massachusetts Institute of Technology	Cambridge MA USA

Due to the fluid nature of events scheduling, the Newsletter's Editorial Board and the International Association for Information and Data Quality does not and cannot guarantee the accuracy of the information contained in this Calendar of Events.

Call for Contributions

to Future Issues of the IAIDQ Newsletter

IAIDQ Members are invited to send in their contributions to be considered for future issues of the IAIDQ Newsletter.

WHEN: December 10, 2007 (Monday) Submission Deadline

WHAT: Articles (800-1200 words)
IQ Stories (600-850 words)
Tips / Best Practices (400-650 words)
Recent DQ News (40-500 words)
Association News in Photos (single photo with a one-paragraph caption)
Upcoming DQ Events (event title, location, link to more information)

HOW: Send contributions in editable electronic medium
(preferably MS Word)
via email to editor@iaidq.org

We are now accepting submissions for **IQ Stories**. Do any of this issue's articles bring to mind your own IQ experiences? If yes, we'd like to hear from you!

Detailed submission guidelines are available by request. Please email the editor.

We also welcome any comments or suggestions you may have regarding our Newsletter. Please do not hesitate to contact Michelle Dy [michelle.dy@iaidq.org] or Arnt-Erik Hansen [Arnt-Erik.Hansen@iaidq.org].

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If you are interested in joining the Newsletter Working Group, please contact the Editor-in-Chief via email [editor@iaidq.org].

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