

# data modeling zone

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## Pre-conference Workshops (Tuesday, March 3)

	Foundational Modeling Skills	Intermediate/Advanced Modeling and Case Studies	Data Strategy/CDMP	Team Skills
8:00-9:00	Registration and Hot Breakfast <Auditorium>			
9:00-12:30 (includes 30 minute break)	Data Modeling Fundamentals. Steve Hoberman (Author of several books including <i>The Rosedata Stone</i> ) <102>	Value-Added Data Modeling. Larry Burns (Author of several books including <i>Data Model Storytelling</i> ) <104>	CDMP Awareness Workshop and Exam. Marilú López Flores, (Author of <i>Data Strategies for Data Governance</i> ) [Mexico] <105>	Humanizing AI Strategy. Tiankai Feng, (Author of <i>Humanizing Data Strategy and Humanizing AI Strategy</i> ) [Germany] <103>
12:30-1:30	Lunch			
1:30-5:00 (includes 30 minute break)	Conceptual Modeling Workshop. Kasi Anderson (Data professional and chocolatier) <102>	Learn how to shape-shift your data model—JSON or SQL with transactional consistency! JP Dijcks (Product Manager at Oracle) <104>	CDMP (Continued) <105>	The Improviser's Mindset. Austin Meyer and Seamus Yu Harte, Only People (Filmmaker, Photographer, & National Geographic Explorer) <103>

## The Main Event Day 1 (Wednesday, March 4)

	Foundational Modeling Skills	Intermediate/Advanced Modeling and Case Studies	Data Strategy/CDMP	Data-driven AI	Team Skills
8:00-9:00	Registration and Hot Breakfast				
8:15-8:45	From Models to Money: How Data Modelers Win Executive Buy-In. Sami Hero [Finland] <106>				
9:00-10:00	Principles of Data Value Delivery. Larry Burns (Author of several books including <i>Data Model Storytelling</i> ) <105>	MongoDB Data Modeling. Daniel Coupal (Author of <i>MongoDB Data Modeling and Schema Design</i> ) <104>	DAMA-DMBOK® 3.0 – Progress, Insights, and Your Input. Mathias Vercauteren [Belgium] (Project Manager DAMA-DMBOK® 3.0) <102>	AI Agents at Work: The Agentic Revolution in Industry. Kinshuk Dutta (Author of <i>Data for AI</i> ) <103>	The Data Modeling Pitch. Dr. Christina Sabee <106>
10:15-11:15	Data Models on a Shoestring. R. Raymond McGirt <104>	The Power of Model-Driven Metadata Collaboration. Pascal Desmarets (Author of <i>MongoDB Data Modeling and Schema Design</i> ) [Belgium] <103>	Operationalizing Data Maturity: Linking Data Models to Measurable Value. Ahmed Abbas <105>	Data Modeling Through the AI Lifecycle. Dave Wells (Author of several books including <i>Data Interoperability</i> ) <102>	Secrets of Effective Delivery. Dr. Andrew F. Wood (Author of ten books on communication, urban design, and popular culture) <106>
11:30-12:30	<b>Keynote:</b> Getting Ready for AI - From Excitement to Value. Tiankai Feng, Bestselling Author <Auditorium>				
12:30-1:30	Lunch				
1:30-2:30	Demystifying Data Products. Mario Meir-Huber (Author of <i>The Data Products Series</i> ) [Austria] <102>	Copilot-Driven Data Modeling in Databricks: A Case Study in Agile Enterprise Design. Rafid Reaz, (Author of <i>Elasticsearch Data Modeling</i> ) [Canada] <104>		Agentic Database Architecture. Eve Danoff and Tinto Thekkumuriyil, American Express <103>	Responding from the Hotseat. Dr. Christina Sabee <105>
2:45-3:45	TM for Semantic Modeling. Yasushi Kiyama and Yosuke Suzuki [Japan] <104>	Amazon DynamoDB Data Modeling. Jason Hunter, Amazon <103>	Stone to Silicon. Bill Inmon (Author of over 60 books including his latest, <i>Stone to Silicon</i> ) <102>		Working through Conflict. Dr. Christina Sabee <105>
4:00-6:00	Evening event: Casino Night!				

## The Main Event Day 2 (Thursday, March 5)

	Foundational Modeling Skills	Intermediate/Advanced Modeling and Case Studies	Data Strategy/CDMP	Data-driven AI	Team Skills
<b>8:00-9:00</b>	Registration and Hot Breakfast				
<b>9:00-10:00</b>	The Data Product Lifecycle. Mario Meir-Huber (Author of <i>The Data Products Series</i> ) [Austria] <104>		A New Paradigm for Data Modelers: JSON Relational Duality. Beda Hammerschmidt, Oracle (Author of <i>Oracle Database 23ai Data Modeling and Schema Design for JSON-Relational Duality</i> ) <102>	AI Governance, Responsible AI, and Data Governance – Connecting the Dots. Mathias Vercauteren [Belgium] (Project Manager DAMA-DMBOK® 3.0) <103>	Navigating Culture and Communication. Dr. Tabitha Hart <106>
<b>10:15-11:15</b>	The Meaning of Life: Ontologies, Data Models, and Semantic Guardrails for AI. Jamie Knowles [UK] <103>	Data Modelling in the Era of Real-Time Analytics. Sewela Sathekge and Thembeke Jiyane, First National Bank South Africa [South Africa] <105>	Why and How You Should Think Semantically. Norman Daoust, Daoust Associates (Author of <i>UML Requirements Modeling For Business Analysts</i> ) <104>	Bring AI to Your Data. Maria Colgan, Oracle (“SQL Maria”) <102>	Show It or Tell It? Text, Visualization, and their Combination. Dr. Marti Hearst <106>
<b>11:30-12:30</b>	<b>Keynote:</b> Unified Model Theory: Stop Choosing Between Data Models—Project All of Them. Rick Houlihan <Auditorium>				
<b>12:30-1:30</b>	Lunch				
<b>1:30-5:00 (includes 30 minute break)</b>	Rush for Relational Riches: The Gold Prospecting Challenge. Steve Sewell and Kiranmai Mandali, State Farm Insurance <102>			The Data Interoperability Imperative. Dave Wells (Author of several books including <i>Data Interoperability</i> ) <104>	(re)Introduction to Storytelling. Austin Meyer and Seamus Yu Harte, Only People (Documentary Filmmaker, Photographer, & National Geographic Explorer) <103>

Visit the modeling tool experts to answer the below questions and drop off before the Thursday keynote for a prize raffle!

Name:

<b>I know how this tool:</b>	<b>ER/Studio</b>	<b>Hackolade</b>	<b>Ellie</b>
Leverages AI			
Facilitates work with data governance			
Models NoSQL and cloud-based structures			
Enables team collaboration			
Maintains linkages between CDM/LDM/PDM			
<b>Tool expert initials</b>			