



## President's Message

Dear Members and Friends,

Welcome to our first newsletter for 2024! We will be producing regular quarterly newsletters going forward. As we move forward in another promising year, I am delighted to reflect on the significant achievements we made in 2023, thanks to your dedication and support.

Stephen Kaiser, CCP,CDP

Our annual conference was a standout success and was endorsed through appreciative letters from the Premier and Mayor. Achieving our target of 130 attendees, we solidified our position as a key player in the data management area. The positive feedback from attendees and sponsors, particularly Tantus, highlighted the excellence of the PIC building at NAIT as a venue and the high-quality interactions at our conference. We are proud to report over 90% attendee satisfaction. This is a testament to the effective coordination and engaging content we offered.

Our emcee, Jennifer Rolph, deserves special recognition for her impeccable timing and humor, which greatly enhanced the conference experience. The speaker lineup, including experts like Rich Sutton and David Marco, offered valuable insights, contributing significantly to our professional growth. Our regular monthly Chapter meetings, AI strategy workshops, and CDMP training seminars have all played a crucial role in our continuous learning journey.

Looking ahead to our 2024 conference, the overwhelming interest from our past attendees is a clear indicator of the value we provide. Let's keep this momentum going, fostering innovation and excellence in our field. Thank you for your unwavering support. Here's to a year filled with growth, learning, and success!

Warm regards,

Stephen Kaiser — President, DAMA Edmonton

## EVENT RSVP



## DAMA Edmonton 10th Annual Conference

Wednesday

Oct 23 - 26

Productivity

Innovation Center

[Book a Seat](#)

## Data Stewardship & Data Governance functions in the emerging era of AI by KEWAL DHARIWAL



The integration of AI will reshape data governance, redefining data stewards' roles. They will now oversee AI-automated tasks, ensuring alignment with governance standards. Predictive analytics will demand deeper insights, while AI-driven data quality management will enhance continuous vigilant oversight. Data stewards must address ethical considerations, supporting real-time decision-making and collaboration to mitigate biases. In the AI era, they will play a pivotal role, ensuring safe AI use, maintaining data integrity, and upholding ethical practices in an evolving landscape.

So this will be a transformative shift from traditional roles. Unlike conventional data stewardship, where the focus lies on manual tasks like validation and classification, AI-integrated stewardship will emphasize overseeing automated processes. The advent of predictive analytics and AI-driven data quality management adds a layer of complexity, demanding a deeper understanding of aligning models with governance policies. AI will also revolutionize non-invasive approaches to data governance and stewardship by automating complex tasks. Our hopes are that AI will introduce automated processes for data cleaning, classification, and quality management. This shift reduces the need for intrusive interventions, allowing stewards to focus on the critical activities of overseeing AI-driven procedures and addressing concerns from business leaders. Communications continues to be their leading skill set requirement.

So in summary, in contrast to what may have been the static nature of past roles, data stewards in the AI world will need to navigate dynamic challenges, addressing ethical considerations, supporting real-time decision-making, and collaborating to mitigate biases. Their role will extend beyond maintenance to becoming enablers of innovation.

## DAMA Edmonton supports the launch of the NAIT CENTER for DATA MANAGEMENT and VISUALIZATION (CDMV)



The NAIT Centre for Data Management and Visualization (CDMV) launch event was held on 20th March 2024. The Centre will allow industry, professors & students to work on exciting research and creative solutions to data management projects with a huge technology sandbox of BIG DATA. Know more here: <https://bit.ly/4bgMe4j>

DAMA Edmonton & ICCP.org is working with a number of technology partners to provide a "BIG DATA LAB" that can connect to other international BIG DATA research environments in North Africa, and Asia.



The 9th Annual Conference of DAMA Edmonton emerged as a landmark event in the realm of Data Management, drawing endorsements from high-profile figures including the Premier and Mayor. This gathering was not just an ordinary conference but a vibrant confluence of ideas and expertise, uniting over 130 professionals from varied sectors. It was a celebration of past achievements in Data Management and a forward-looking venture into future possibilities. The diversity of attendees, ranging from students to executives, underscored the conference's universal appeal and set the stage for a series of enriching discussions and collaborations.

### Conference Overview: Bridging Knowledge and Innovation

Centred on the theme of exploring the evolving landscape of Data Management, the conference served as a pivotal platform for delving into current trends and future challenges. It was meticulously designed to cater to a spectrum of professional interests and expertise, ensuring each participant found value in the sessions. The conference's core was its collaborative spirit, encouraging the exchange of ideas and experiences among attendees. This was complemented by networking opportunities, connecting peers and industry leaders, thus fostering a community beyond the event. The array of sessions, workshops, and keynotes were aimed at equipping attendees with insights and tools essential for navigating the complexities of Data Management, blending theoretical knowledge with practical application.

### Driving Thought Leadership

The conference featured a stellar lineup of speakers, with Rich Sutton and David Marco as highlights. Sutton, a visionary in artificial intelligence, captivated the audience with his exploration of AI trends and their implications for Data Management. His session stood out for its clarity in explaining complex concepts, making them accessible to a broad audience. David Marco offered a pragmatic take on data governance, blending theory with real-world applicability. His session provided attendees with practical strategies to enhance their data management frameworks. The conference's diverse range of topics ensured that each attendee found relevant and engaging content, irrespective of their specialization. The interactive format of sessions, including Q&A segments, allowed for a dynamic learning environment, enabling attendees to delve deeper into subjects of interest.

### Enhancing Industry Connectivity

The role of sponsors and exhibitors was pivotal in adding depth to the conference experience. Tantus, in particular, highlighted the effectiveness of the event and the suitability of the PIC building as a venue. The exhibition space was a hub of industry innovation, showcasing the latest tools, technologies, and services in Data Management. This aspect of the conference provided a tangible dimension, allowing attendees to interact with practical solutions and understand their applications in the real world. The synergy between theoretical discussions and real-world solutions presented by sponsors and exhibitors enriched the overall experience, offering attendees a comprehensive view of the industry.

Jennifer Rolph was wonderful as our emcee. Jennifer's ability to maintain an engaging and inclusive atmosphere, while ensuring each session transitioned smoothly, was pivotal in creating a cohesive experience. Her blend of professionalism and humor was well-received by the attendees. The organizing committee's meticulous planning and execution played a crucial role in the conference's success. Their anticipation and addressing of various needs showcased their expertise in event management, contributing to the achievement of the attendee target and high satisfaction rates.

### A Future Filled with Anticipation

As the conference drew to a close, the sense of accomplishment and anticipation for the future was palpable. The overwhelming satisfaction rate among attendees and the eagerness to participate in future conferences were strong indicators of the event's success. This year's DAMA Edmonton conference was more than just a gathering; it was a vibrant showcase of the collective pursuit of excellence in Data Management. It set a precedent for future conferences, promising to continue as a beacon of knowledge, innovation, and professional growth in the Data Management community. The anticipation for DAMA Edmonton's 10th Annual Conference in 2024 is already building, promising to delve deeper into the ever-evolving world of Data Management.

# WORKSHOP INTRODUCTION/CERTIFICATIONS

## AI Foundations for Business, Data Managers and Data Stewards

Hands-on learning by doing, BYOD

**WHEN:** 30th May 2024

**FEE:** \$450

## Generative AI - all you need to know

Hands-on a diverse set of tools/toolsets will be used for development

**WHEN:** 31st May 2024

**FEE:** \$550

Instructor— Bruce Matichuk — Serial AI Entrepreneur



[Register](#)

In the fast-paced world of business, Large Language Models (LLMs) like OpenAI's ChatGPT are making waves. These advanced AI systems, fueled by cutting-edge machine learning techniques, are not just meeting human language capabilities—they're often surpassing them. This AI evolution has catapulted to the top of the priority list for businesses worldwide, spurring billions in revenue for AI innovators and reshaping our work landscape.

### The Ethical Question: A Crossroad in AI

The rapid progress in AI has ignited a vital discussion among experts: the ethical implications of AI's unchecked growth. There's a growing call for increased awareness and the establishment of standards to ensure responsible AI deployment. The seismic shifts AI is causing are felt across industries, marking it as a pivotal force in business innovation and automation.

### Conversational Intelligence: The LLM Edge

One of the most thrilling developments in LLMs is their conversational intelligence. They can grasp and respond to natural language, seamlessly integrating into various business functions. This advancement allows systems to translate status updates into understandable language without any coding—a game-changer for business application development. Think of the popularity of voice assistants like Siri and Alexa; they exemplify the massive demand for intuitive, easy-to-use systems. While their current applications are relatively basic, these technologies are rapidly evolving to encompass a broader range of computer functions.

### The Tools That Power AI Progress

The advancements in AI owe much to the sophisticated tools developed by companies like OpenAI, Cohere, and Hugging Face. These toolkits empower developers to construct intricate conversational systems capable of processing vast information databases. They offer smart interfaces for complex tasks—be it in purchasing, inventory management, or healthcare. OpenAI's recent GPT toolkit is a prime example, enabling even non-programmers to build and deploy conversational agents swiftly. With millions of GPT agents created soon after its release and a dedicated GPT store for creators, this innovation is a testament to the growing influence of conversational systems in business.

### Conclusion: Embracing the Future with AI

In conclusion, the rise of LLMs like ChatGPT marks a transformative era in business technology. As these systems become more sophisticated, they promise to revolutionize not only how businesses operate but also how we interact with technology. The journey ahead involves not only embracing these advancements but also navigating the ethical landscapes they present. As we stand at this technological crossroads, the potential for growth, innovation, and responsible development in the AI domain is immense, promising a future where technology and human ingenuity converge to create unprecedented possibilities.

## LLM Industry Update

### Navigating the New Wave: Large Language Models in Business by

**BRUCE MATICHUK**



# Workshop Introduction

In preparing for your certification programs or just improving your knowledge: **Online 12 module courses, instructor-led are starting up again** (January 19, June 17 and September 20). These courses have been prepared by Experts for practitioners in the data related fields. New courses in Data Science, Big Data and Blockchain are available this year.

**Self-study can be purchased at any time.** Some of the available courses are listed below and can be purchased from our website. Most of the data related courses use the DAMA DMBOK as the textbook for the course and can prepare you to take the Certified Data Management Professional (CDMP) exams from DAMA International or you can take the Certified Data Professional (CDP) credential exams from <https://iccp.org>. Fees for the online courses are in Canadian dollars from the <https://dama-edmonton.org> website.



- Big Data
- Blockchain Technical
- Business Intelligence & Data Analytics
- Data and Information Quality
- Data Foundations (Data Literacy)
- Data Governance and Stewardship
- Data Management
- Data Modeling (Data Development)
- Data Science
- Data Warehousing
- Information Systems Core
- IT/IS Management
- Systems Development

[Enroll](#)

[damaedmonton@gmail.com](mailto:damaedmonton@gmail.com)

## In the News



**Revolutionizing Productivity: Insights from the 2023 Work Trend Index on Copilot's Impact by GARTNER**

The 2023 Work Trend Index Special Report showcases the transformative impact of **Copilot, a generative AI tool**, on workplace productivity and efficiency. Highlighting substantial gains, 71% of users reported reduced time on mundane tasks, and a 68% improvement in work quality. Copilot accelerates tasks by 29%, making emails 18% clearer and tasks involving multiple sources 27% faster.

Sales and customer service roles significantly benefit, with sales professionals **saving 90 minutes weekly, and agents experiencing a 12% quicker case resolution time.** This specificity underscores Copilot's capability to streamline processes and enhance operational efficiency across various functions.

The tool's indispensability is evident, with 77% of users reluctant to work without it, citing a 70% productivity boost and a quadrupled speed in catching up on missed meetings. Copilot has become an essential asset, facilitating drafting processes, spurring creativity, and improving output quality. Copilot is more than an advancement; it's a revolution in work dynamics, setting the stage for a future where AI enhances human creativity and efficiency. *It symbolizes the convergence of technology and human ingenuity, promising unprecedented opportunities for growth and innovation.*

## Upcoming Chapter Meetings

### Annual Meeting: Emergent AI

An update on AMII and emergent AI practices and research

Speaker: Dr. Adam White, Director, AMII



Thursday, May 30th 2024

[Register Now](#)